

# Market Analysis and Prospect of Cocktail Industry in China 2015-2020 Proposal

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## Abstracts

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Cocktail industry has demonstrated rapid growth between 2009 and 2014, with average annual growth rate of 53%. Brands such as Breezer and Rio account for the highest market share, which were 45.8% and 27.3% respectively. The industry is expected to grow at 30% to 40% annually in the future and become an important category in alcohol drinks.

In this report, ASKCI will further disclose market potential and commercial opportunities for cocktail industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

### 1) The Aim of Report

To provide readers with comprehensive and in depth understanding of Chinese cocktail industry;

To analyze the market of the industry;

To discover drivers and barriers of the industry;

To reveal opportunities for cocktail industry in China.

### 2) Benefit from the Report

Obtain latest info of cocktail industry, such as current development, industrial chain, import and export, key players, etc.;

Find out how Chinese cocktail market will change and how your business can be involved in;

Keep informed of your competitors/their activities in the globe and in China;

Learn about key market drivers and barriers;

Share this information within your organization using free global intranet license.

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